



NEWS RELEASE

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For Immediate Release

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GOODWILL OF NORTH FLORIDA OPENS GOODTRADES CENTER IN EDUCATIONAL PARTNERSHIP WITH HBI AND FSCJ — LOCATED AT CORPORATE CAMPUS; PLUMBING AND CARPENTRY TRAINING OFFERED AT NEW STATE-OF-THE-ART FACILITY

JACKSONVILLE, Fla. (August 25, 2025) – As demand for skilled trade workers grows, Goodwill Industries of North Florida has opened the GoodTrades Center at its corporate campus on Timuquana Road. Sponsored by the City of Jacksonville, with educational support from Florida State College at Jacksonville (FSCJ) and the Home Builders Institute (HBI), the new facility offers the Construction Basics Training (NCCER) course, enabling participants to earn their credential before advancing into free Residential Carpentry Training or Plumbing Training classes. On August 7, the first cohort to take the course in this new space graduated, marking a major milestone in workforce development for the region.

The official grand opening will be held on August 27 at 10 a.m., featuring a ribbon-cutting ceremony and tours of the state-of-the-art facility.

As part of Goodwill of North Florida's adult education initiative, A-STEP, the GoodTrades Center now serves as the primary local site for NCCER courses, as well as Residential Carpentry and Plumbing Training programs in partnership with HBI and FSCJ. While plumbing and carpentry classes will now be conducted at the GoodTrades Center, other trade programs—including welding, HVAC, and electrical training—will continue to be offered at FSCJ.

David Rey, President and CEO of Goodwill Industries of North Florida, said the strategic partnership is designed to maximize resources and expand training opportunities.

"There's a significant labor shortage in the construction and trades industry, and employers are actively looking for skilled candidates to fill their open positions," said Rey. "Goodwill's free GoodTrades training programs under A-STEP are designed to prepare individuals for successful careers in these booming fields. These courses provide hands-on experience and industry-recognized certifications to help learners launch their careers and increase their marketability to potential employers."

Goodwill is currently recruiting for upcoming courses. Interested individuals are encouraged to visit <https://goodwillnorthfl.org/goodtrades/>.

For more information about Goodwill of North Florida, visit [Goodwill of North Florida – Employment, Education, Training, and Opportunities](#).

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About Goodwill Industries of North Florida

Goodwill Industries of North Florida, Inc. is the area's largest not-for-profit organization specializing in job training and placement services for individuals with barriers to employment. Ninety cents of every dollar generated is directly invested in our programs and services. For more information, please visit www.goodwillnorthfl.org.

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About HBI

HBI is the nation's leading nonprofit provider of trade skills training in residential construction. Through the organization's industry-recognized curriculum, HBI trains in a variety of skills including, carpentry, electrical, plumbing, building construction technology, HVAC, and masonry. In programs across the country, HBI provides pre-apprenticeship training and certification programs. The goals for all HBI programs is to train, credential and place students in industry-related employment or post-secondary education. These metrics, however, fall within the overarching goal we have for all those we serve – to provide individuals an opportunity to take control of their lives and become productive, self-sufficient citizens. For more information, visit hbi.org

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